

# Manifesto of Diversity

For many years, the system of “Designation Of Origin” (Denominazioni di Origine for wines) has played an important role in defining accepted standards of quality and identifiability; but for some time now it has shown a disturbing weakness. Globalization is causing big changes to people’s ways of life and their tastes, and this also affects their approach to wine. **Nowadays, the focus of the mass-market is not on uniqueness and identifiability**, but on how “useful” the “product” is in meeting the demands of the mass consumer who follows the trends and fashion ups and downs initiated by tastemakers and self-appointed gurus. **In the long run, trying to keep up with the frantic mood changes of the market is an exercise in futility. In winegrowing, time passes slowly and nobody can change this basic reality** to satisfy the moods of customers. Fashions rise and fall too quickly for nature to keep up, therefore basing the choice of e.g. which varieties of grapes to plant on those fashions will always put the winemaker “behind the curve”. These insurmountable contradictions prove the absurdity of looking to the market as the sole guiding principle for winemaking and oenology. **That being said, winemaking which is oriented on the principle of “quality” (as opposed to market principles only) still needs strong defining standards to enable it to make itself known and to establish itself.** The system of the “Designation Of Origin” does not guarantee this because it is not able to define credible criteria for quality and identifiability. **Enter the system of “Zonation” (zonazione) which attempts to define these principles and values in a way which the “Designation Of Origin” system in its current form is unable to. In defining its principles and values, it strongly emphasizes diversity, uniqueness of geological composition, soil, climate and general environmental factors including flora and fauna.** Extensive study and a deep understanding of this diversity present “authentic” winemakers with a great opportunity for creating a unique identity for themselves and their work. **Thus, “terroir wines” become an expression of the winemakers’ and their vineyards’ personality**, and free them from the unease of “self-imposed minority” rooted in the vision of a flat and indistinct reality. **We feel it’s not entirely inappropriate to reference Kant here, who says: „the universal construction, thanks to its immense greatness, infinite diversity and beauty leads to a mute amazement“.** We like to think that cultured wine lovers who focus their attention on the appreciation this “infinite diversity” might well approach the noble sensation of amazement Kant talks about. As artisan winemakers, we are more than simple producers and sellers of “just another bottle of wine”. **We are (and want to be) the ones who create and cultivate this unique manifestation of culture, and keep it alive and vibrant.**

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